

# ICEF Higher Education

## 02-04 October, 2023

### EVENT REPORT



### International higher education sector comes together in Amsterdam

ICEF Higher Education is a long-standing, popular networking event specifically designed to bring together educators and pre-screened student recruitment agents, all focused on recruiting students to the international higher education sector.

Thus year, **336** individuals representing **258** industry organisations from **76** countries held a total of **2,600** in-person meetings in Amsterdam, over the course of three days.



*I have always found ICEF events extremely well organised, professional, and well-managed. We had a wonderful time and met with many of our existing as well as prospective partners. Thank you to the amazing ICEF team!*

Krishna Niyogi, TC Global (The Chopras Global), India



*ICEF Higher Education 2023 was one of the best events that I have done since 2016. Supportive and helpful team - really professional and distinguished.*

Ali Mustafa, Scholars Education Services, UK

**2,600**

MEETINGS *between*

**336**

INDIVIDUALS *representing*

**258**

ORGANISATIONS *from*

**76**

COUNTRIES *across*

**6**

CONTINENTS



## Great Delegate Feedback

In the after-event survey for ICEF Higher Education 2023, the organisation of the event and the support and level of communication provided by the ICEF team were rated as “good” or “excellent” by **97%** and **98%** of attendees respectively. This feedback demonstrates our ongoing commitment to making sure each ICEF event is the best it can be.

**90%** rated the number of new contacts they made as good or excellent, and **89%** gave the same rating for the quality of new contacts.

**91%** of the respondents said that they will attend the ICEF Global Higher Education Summit in London next year and we look forward to welcoming them back.



*If you want to see the international education industry grow and thrive, ICEF is a great place to start. I would call it a business saver for my education agency.*

**Asaduzzaman Shakil, Shakil Education Group, Bangladesh**



*It was my first time attending the ICEF Higher Education event and I found it to be very useful for our company. Thank you!*

**Oluwaseun Funmi Odeyemi, Etudier International Group, South Africa**



*I loved the venue. I think for the first time in over 10 years that I been attending ICEF events, this must be the first time that everyone agreed on how perfect the venue was. Even though it was a terminal building! We all loved how we never had to shout over each other, the spacing was ample, the light was natural, no wuthering noise, everything can be viewed all in one glance and it was no stress getting to places.*

**Fulya Yalezan, Test Education Centre (TEC), UK**



## Education Providers

A total of **129** educators representing **85** institutions joined the event in Amsterdam. They came from **24** countries, with the top **5** being: the US (**16%**), Germany (**15%**), Canada (**10%**), Spain (**7%**), and Finland (**6%**).

For **14%** of educator delegates, this was their first ICEF Higher Education event, and **15%** were first-timers at ICEF events.



*I was there to enhance our agents' network worldwide, and it met more than my expectations as I managed to meet 25 of them that I had never met before.*

**Christian Barjonet, Geneva Business School, Switzerland**



*The ICEF Higher Education event allowed me to connect with high quality agents from around the world.*

**David Colbert, Trine University, USA**

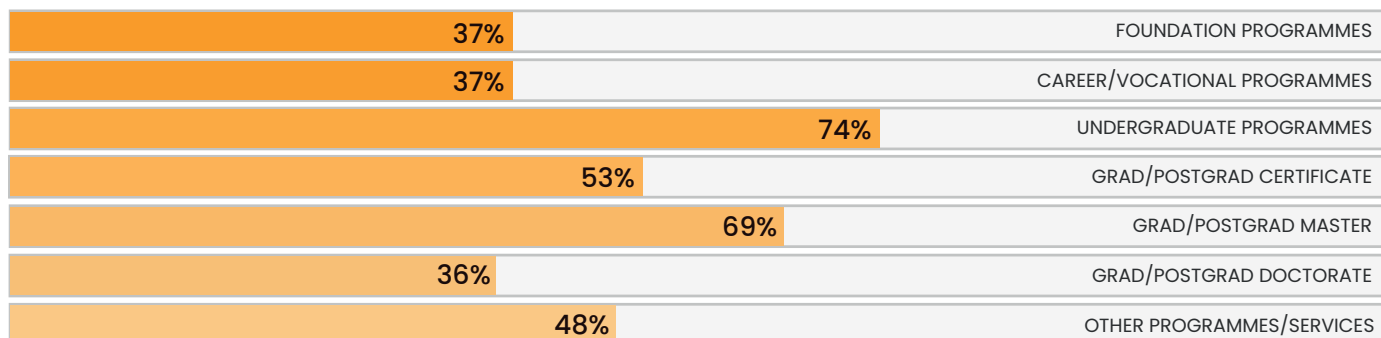


*ICEF Higher Education 2023 has been the best opportunity for us to meet new partners and to make new connections to support our international students. We have been glad to finally meet in person existing partners, as well as to build new relationships based on trust and good communication.*

**Benedetta Tortorelli, MIP Politecnico di Milano – Graduate School of Business S.C.p.A., Italy**



## EDUCATOR SEGMENT ATTENDANCE



## Student Recruitment Agents

In total, **168** pre-screened agents attended, representing **151** organisations. They joined us from **63** countries, with the top 5 being: the India (**6%**), Türkiye (**6%**), Ukraine (**6%**), Saudi Arabia (**6%**), and UAE (**5%**).

The quality of ICEF events is repeatedly demonstrated by the proportion of senior management in attendance, and this was the case for the majority of agency delegates, with **53%** at senior management level or above.



*The event was very well organised and gave us the opportunity to meet professionals from the sector. The quality of the hotel and the location close to the train station made the event even more accessible and enjoyable.*

**Elsa Haincourt, Study Experience, France**



*ICEF Higher Education 2023 was a great way to make some new contacts and catch up with educators and service providers we already work with. It was cosy, personalised, and connecting with partners was very easy, even in an informal way during breaks and meal time. Always happy to be a part of it.*

**Milica Duric, Prestige Education, Serbia**

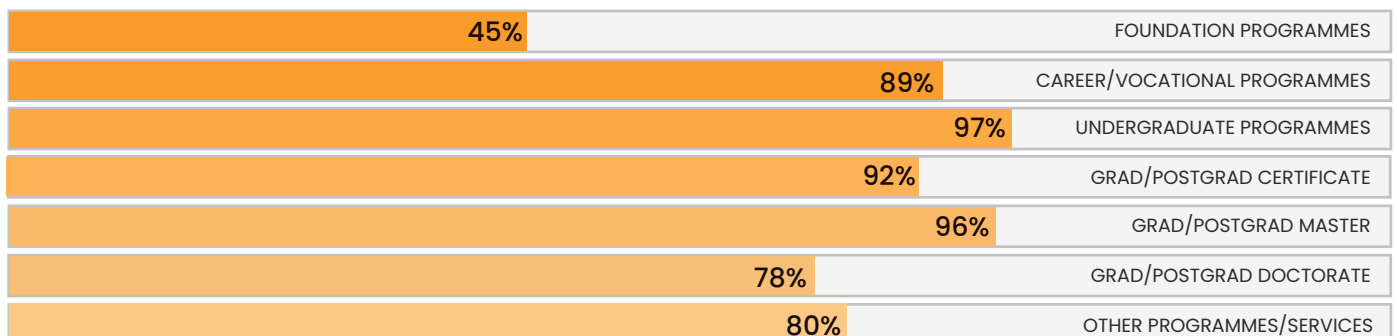


*I just wanted to express my gratitude for the fantastic event you put together. It was clear that a lot of effort and planning went into it, and it truly paid off. The event was not only informative but also enjoyable, and I met so many wonderful people. Thank you for creating such a positive and enriching experience!*

**Anuj Tomar, Euresian Link Study Abroad, India**



## AGENT SEGMENT ATTENDANCE



## Service Providers

30 representatives from 19 organisations providing services to institutions and students attended ICEF Higher Education 2023. They came from 8 countries: the UK, Netherlands, Australia, Germany, Spain, Canada, Italy, and the US.

For 39%, this was their first time joining us at ICEF Higher Education, and 7% were first-timers at ICEF events overall. We look forward to their return to future events.



## Seminars & informal networking

ICEF events are renowned, not just for their networking opportunities, but also for their inspiring programme of seminars, providing valuable market intelligence for the sector. Led by industry experts, these sessions provide a range of insights, supporting the development of long-term recruitment strategies.

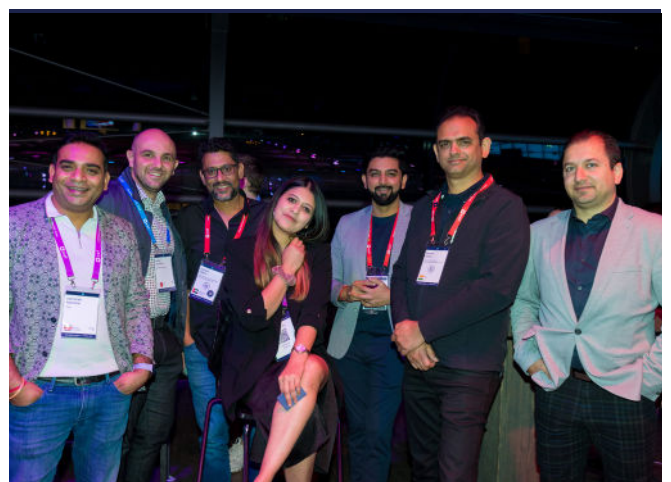
ICEF Higher Education 2023 included a full seminar programme, including seven seminar sessions and panel discussions, covering a range of topics important to the industry such as: Higher Education recruitment in Scandinavia: strategies and insights, Internationalisation of Higher Education – not a luxury but a necessity, and Neuromarketing: the key to improving your conversion rate.

**Last but not least...** The evening receptions at any ICEF event are an important part of the experience, as well as the perfect opportunity for participants to grow their professional network, and this year we were delighted to host a special evening reception. Attendees danced the night away, enjoying both a fantastic dinner and vibrant entertainment. It proved to be a fabulous finale to a busy and productive ICEF Higher Education 2023.



*Again, ICEF lived up to expectation in providing an amazing experience – enjoyable networking with old and existing partners.*

Simon Peter Akinremi, Whiterock Educational Services Ltd., Nigeria



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